



General Certificate of Education
Advanced Subsidiary Examination
January 2011 and June 2011

Media Studies

MEST2

Unit 2 Creating Media

To be issued to candidates on or after receipt

All teacher-assessed marks to be returned to AQA by 10 January 2011 or 15 May 2011

This document contains:

- general guidance
- details of the scenario and brief.

For this paper you must have:

- appropriate materials and/or technology.

Instructions

- Overleaf you will find three Production Briefs.
- Each brief contains instructions for three separate tasks, each requiring you to work in different media platforms – Broadcasting, Print and E-media.
- Read the briefs carefully.
- You should select **one** brief.
- You should then produce the material indicated for **two** of the tasks from your chosen brief.

Information

- You are reminded that the Production Process comprises the following:
 - Research
 - Pre-production
 - Production
 - Evaluation.
- You should ensure that you have read all of the supporting materials that come with this paper.
- The maximum mark for this paper is 80.
- You will be marked on your ability to:
 - use good English
 - organise information clearly
 - use specialist vocabulary where appropriate.

Read the scenarios.
Choose **one** brief and answer two tasks on that brief.

Brief One

An independent British Film and Television production company, *Prime Times Productions*, has produced a feature film with a budget of £5 million pounds, partly supplied by lottery funding.

Prime Times has aspirations for its film to appeal to more than the mainstream 16–25 youth market and the distributors are looking to release the film in about twenty cinemas around the UK in the hope that it will 'build'.

Prime Times is also working on a new TV drama series aimed at a youth audience and has produced the TV pilot for the series.

The TV pilot has been sold to the BBC's digital channel, BBC3, which is targeting a youth audience and is hoping to challenge C4's dominance in this market. The series is scheduled to go out at 9.00 pm on a Friday night and will be one of the channel's flagship products.

Tasks

(a) Film and Broadcasting

You are a freelance employee of *Prime Times Productions*, working in its Advertising and Promotions Department. You have been given the task of producing promotional trailer(s) for **one** of these products. You could choose to create a single two minute trailer **or** two or three shorter trailers to expand the promotional campaign (totalling approximately **two** minutes).

Film

The trailer(s) for the film should attempt to hook the audience into the narrative, posing questions for the audience that the film will answer. Bearing in mind the film's target audience, you will need to consider carefully the balance between plot and spectacle. It is expected that at least one of the trailer(s) will be shown in cinemas showing films that have been given a 15 or 18 certificate. You may also decide to make trailers for a supplementary television campaign.

or

Television

The trailer(s) for the pilot should hook the audience by introducing them to the main protagonists and some of the key locations to be used, as well as creating situations and dilemmas that the series will explore. It is expected that the trailer(s) for the TV pilot would be shown on both BBC1 and BBC3 between 7.30 pm and 10.00 pm.

(b) Print

You are a freelance journalist who specialises in producing copy about the entertainment industry. You should create two features for different existing publications on the release of **either** *Prime Times*' British film **or** *Prime Times*' TV episode.

You should aim to produce **two or three** A4 pages for each piece, including images and text. The pieces should be specific to the two existing publications, which you have identified, such as a newspaper, magazine or special interest magazine.

The appeal for the audiences will vary according to the publications that you choose – an article produced for *Cosmopolitan* magazine would take a very different angle into the story than an article for a specialist magazine such as *Total Film* and your work should reflect this.

(c) E-media

You are a web designer and content writer, working for an IT company, *WEBIT*. The company is pitching to create the official website for *Prime Times Productions*' new releases. You should create **three** web pages (the home page, and two others) which will support the release of **either** its new film **or** its TV series.

Your internet site will need to cater for both the casual browser and people bringing an existing interest to the site. You will therefore need to include material which supports the release and which, perhaps, goes beyond information that has been released in other media, whilst still trying to capture the interest of people who are new to the product.

Brief Two

Health and lifestyle issues are receiving a lot of attention in mass media, with worries about the nation's health getting almost daily coverage, yet many believe that this is having little impact upon people's behaviour.

The Department of Health has decided that most of the material being created to address these concerns is failing to communicate with the sector most at risk – namely teenagers. With this in mind, the Department has decided to enlist interested A Level students at a variety of 6th forms in your area to see whether they can make any difference to the materials being produced.

Tasks

(a) Broadcasting

Create a **two to three** minute sequence for a lifestyle TV or radio show aimed at a young British teenage demographic, broadcast weekly at 7.00 pm on a Friday evening. You should choose which existing channel might broadcast the programme.

(b) Print

Create two features, one each for two existing magazines or newspapers that are aimed at different target audiences. You should aim to produce **two or three** A4 sides per feature, including text and images.

You will need to reflect the house style of your chosen publications in writing your features. Remember that health and lifestyle issues may be addressed differently according to the different demographics of the audiences you are addressing.

(c) E-media

Create **three** web pages for a health-orientated website aimed at a primary audience of young people aged 13–17 but which acknowledges that there are going to be many secondary audiences. You should consider carefully the institutional context for this e-media brief. You might, for example, feel that the issue is important enough to create a site specifically targeting this age group, perhaps feeling that teenagers might be put off by the 'image' of the health institutions' main sites.

Brief Three

You work for the marketing department of a small record company called *Nutune Records*, and are involved in the promotion of a new band/musical act for their forthcoming debut album and twelve date tour.

As part of the promotion the act needs to create an image that will allow them to appeal to an audience with an interest in an established musical genre. The marketing materials should also contribute to constructing a recognisable 'brand' for the act.

You are targeting a largely youth-based market but are keen to promote the act in a way that will appeal to more than just a niche audience. The act already has a *Facebook* and *Myspace* presence which has generated some interest and the record company now wishes to use more mainstream marketing techniques to reach a bigger and a more diverse audience.

Tasks

(a) Broadcasting

Create a **two to three** minute informative promotional video that will be added to the act's *Myspace* and *Facebook* pages and be downloadable from the official website. The video should provide biographical information about the act and be focussed on defining the genre and creating a definable 'brand' for the act. The video should include information presented in a documentary/news report style. It should not be a music video for one song.

(b) Print

Create a print based campaign promoting the album and the tour. You can choose from the following or create other print based promotional materials that you consider appropriate (totalling **three** pages of A4 or the equivalent):

- A full page advert for the album to be run in the music press
- A half page advert for the tour to be run in the music press
- A flyer to be distributed at related musical events promoting the album and the tour
- A prepared interview with the band/artist for inclusion within a specific publication presented using the publication's house style and including original photographs for illustration
- A press release to be sent to journalists and/or broadcasters to provide information on the act and their products. You should consider how the press release will make the act newsworthy and encourage media interest in them. The press release should be accompanied by 2–3 promotional photographs.

(c) E-media

Create a **three** page extract from the official website for the act. This website will supplement the social networking websites already utilised and attempt to present a more 'professional' image for the act. You should attempt to create a website that will be appealing to existing fans of the act but its primary purpose will be to provide information and content for the new, more mainstream audience the act hopes to attract.

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